

COMPANY BACKGROUND FOR RANDALL TRAVEL MARKETING

Randall Travel Marketing, Inc. focuses solely on strategic planning, market research, consulting, marketing planning, product development, teaching, and trend analysis for the travel and tourism industry.

VISION AND MISSION STATEMENT

Establish a powerful, national network of travel and tourism professionals.

RESEARCH-BASED MARKETING

Walt Disney said it best. “You don’t build it for yourself. You find out what the people want and you build it for them.” This is the essence of research-based marketing. Scientific, reliable research is logical and guarantees results. No more gambling. No more guesswork. No more wasted marketing money. It just simply works.

COMPANY CAPABILITIES AND EXPERTISE

- Travel and Tourism Business Growth Consulting
- Comprehensive Tourism Market Research
- Strategic Planning
- Marketing Plans
- Feasibility Studies
- Economic Impact Studies
- Technology Analysis and Reviews
- Product Development Consulting
- Promotion Return On Investment Studies
- Strategic Guidance and Supervision for Advertising and Public Relations
- Workshops, Teaching, and Seminars For Travel and Tourism Marketing and Promotion

SERVICES OFFERED BY RANDALL TRAVEL MARKETING

Randall Travel Marketing offers a wide range of services and resources for all segments of the travel and tourism industry including destination marketing organizations (DMOs), attractions, lodging, food service, group tour, conventions, transportation services, festivals/events, parks and recreation.

Comprehensive Research and Strategic Plan

RTM provides comprehensive research-based strategic plan studies to determine positioning, and marketing strategies. Prices are determined based on scope of individual project and includes:

- Reconnaissance and mystery shopping report
- Audit of current status, history and market share analysis
- Visitor profile and conversion research (including comparability to state & national research)
- Creative evaluation of marketing materials, advertising and placement
- Recommended marketing position and strategies based on research findings

Research

RTM conducts a wide range of research for travel and tourism clients. Prices are determined based on scope of individual project. Typical projects include:

- Visitor Profile Studies
- Conversion Studies
- Economic Impact Studies
- 50-State Guide Effectiveness Studies: *An annual comparative analysis study conducted by RTM to measure the effectiveness of State Travel Guides and Websites.*
- Focus Groups and Focus Forums

Consulting

RTM provides consulting services based on individual client needs. Prices are based on \$1,000 per professional day plus expenses:

- Site evaluations and feasibility studies
- Board of Directors retreats, training and vision sessions
- Tourism product development consulting
- Marketing planning sessions

RTMPro

On-line professional network prepared exclusively for the travel and tourism industry. Visit www.RTMpro.com to learn more.

Seminars and Educational Workshops

- NOTE: See complete list of seminars and publications available from RTM. Also see list on our web site www.RTMnet.com.

Judy L. Randall, President and CEO

20 years of travel/tourism and marketing experience. Randall has worked with attractions, hotels and Inns, festivals, events and destination marketing organizations throughout the country

Recent and current work includes comprehensive marketing studies for the following:

- Newport News Tourism Development Office (Newport News, VA)
- Lexington CVB (Lexington, KY)
- Memphis CVB (Memphis, TN)
- Clarksville – Montgomery County CVB (Clarksville, TN)
- Cartersville-Bartow County CVB (Cartersville, GA)
- Independent Innkeepers Association (366 Inns in North America)
- Shreveport-Bossier CVB (Shreveport, LA)
- Greenville-Washington County CVB (Greenville, MS)
- Alabama Mountain Lakes Tourist Association (16 Counties in North Alabama)
- North Carolina Performing Arts Coalition
- Columbus CVB and Port Columbus Civil War Naval Museum (Columbus, GA)
- Onslow County Tourism, (Jacksonville, North Carolina)
- Macon CVB and NewTown Macon Coalition For Downtown and Tourism Marketing (Macon, GA)
- Historic Douglass Theater (Macon, Georgia)
- Clayton County CVB and International Park (Jonesboro, GA)
- Alpine Helen-White County CVB (Helen, GA)
- Daniel Stowe Botanical Garden (Belmont, NC)
- Gainesville-Hall County/NE Georgia Regional Visitor's Center

Randall is a frequent speaker and seminar leader for the tourism industry. Recent speaking engagements include:

- Society of American Travel Writers Annual Meeting (June, 2000)
- Society of Government Meeting Planners (May, 2000)
- Tri-States CVB Association (NC, SC, VA,) (February, 2000)
- South Carolina Governor's Conference (February, 2000)
- International Association of Convention & Visitor Bureaus (January, 2000)
- American Bus Association (December, 1999)
- International Innkeepers Association (Victoria, B.C. November, 1999 & Myrtle Beach, SC March, 2000)
- Kentucky Tourism Conference (October, 1999)
- Tennessee Governor's Conference on Tourism (September, 1999)
- Virginia Travel Partners Annual Conference (July, 1999)
- Mississippi Governor's Conference On Tourism (February, 1999)
- Southeast Tourism Society Travel College & Annual Meeting (7 years)
- Louisiana Travel Promotion Association (January and April, 1998)
- Georgia Governor's Conference on Tourism (November, 1997)
- Alabama Governor's Conference on Tourism (October, 1997)
- National Conference For Outdoor Drama (October, 1997)

Randall, along with Dr. Larry Gustke, authors the annual *Top Ten Trends In Travel and Tourism*, which is used internationally by tourism marketing organizations. Her writings and reports on marketing and tourism promotion are well known throughout the industry.

Project Team

Dr. Larry D. Gustke, Ph.D., Research Director

20 years experience in conducting research on outdoor recreation, tourist behavior and tourism marketing. Conducted research in California, Florida, Georgia, Michigan, New Hampshire, North Carolina, Tennessee and Texas.

Randall Travel Marketing

Tourism and Marketing Research Associate

Design and implement:

1. Visitor Inquiry-Profile-Conversion Studies
2. Economic Impact Studies
3. Market Strategies and Tactics
4. Visitor Center Feasibility Study
5. Promotion Return on Investment Studies

Office of Park and Tourism Research (OPTR):

Faculty and Research Associate (nine years)

Department of Parks, Recreation and Tourism Management

North Carolina State University, Raleigh, North Carolina

Design and conduct:

1. Tourism Marketing Research
2. Tourism Product Assessment
3. Tourism Planning and Development
4. Tourism Economic Development Strategies

Teach undergraduate and graduate classes in tourism management and planning.

Current and Recent Clients

- Institute of Outdoor Drama (Chapel Hill, NC)
- Clinch-Powell Enterprise Community (Tazewell, TN)
- Clarksville – Montgomery County CVB (Clarksville, TN)
- NewTown Macon Coalition For Downtown and Tourism Marketing (Macon, GA)
- Shreveport-Bossier CVB (Shreveport, LA)
- Greenville-Washington County CVB (Greenville, MS)
- Onslow County Tourism, (Jacksonville, NC)
- Gainesville-Hall County CVB (Gainesville, GA)
- Alpine Helen-White County (Helen, GA)
- Cleveland-Bradley County (Cleveland, TN)
- State of North Carolina - Travel and Tourism Division (Raleigh, NC)
- Durham Convention and Visitors Bureau (Durham, NC)
- Greater Raleigh CVB Raleigh (Raleigh, NC)

Professional Associations

North Carolina Travel Council

Travel and Tourism Research Association, International

Berkeley W. Young, Director of Client Services

15 years of retail and travel/tourism marketing and management experience. Young began his marketing career in the competitive retail & contract furnishings industry and made the transition to travel and tourism marketing. As the Executive Director of a rural tourism development authority and Chamber of Commerce he oversaw the creation and success of a start up research based marketing program. Based on his successes at the tourism authority, Young was hired as Director of Sales and quickly promoted to General Manager of a large golf resort managed by the nation's largest hotel management company. Young's experience in the public and private sectors gives him a unique perspective and insight into tourism marketing.

Current and Recent Clients

- 50 State Visitor Guide Study – Annual In-house Study
- Lexington-Rockbridge County Tourism Development (Lexington, VA)
- Memphis CVB (Memphis, Tennessee)
- Cartersville-Bartow County CVB (Cartersville, GA)
- Shreveport-Bossier CVB (Shreveport, LA)
- Greenville-Washington County CVB (Greenville, MS)
- Louisiana Office of Tourism (Baton Rouge, LA)
- Decatur CVB (Decatur, AL)
- Macon CVB (Macon, GA)
- Douglass Theater (Macon, GA)
- Clayton County CVB (Jonesboro, GA)
- Columbus CVB and Port Columbus Civil War Naval Museum (Columbus, GA)
- Clayton County International Park (Jonesboro, GA)
- Alabama Mountain Lakes Tourist Association (Mooreville, AL)
- Toccoa/Stephens County Chamber of Commerce (Toccoa, GA)
- Onslow County Tourism (Jacksonville, NC)

Young has served many organizations in management roles ranging from Director of Sales to General Manager including the following:

- Woodward and Lothrop, Inc. (Washington, DC)
- Young Interior Solutions (Greenville, SC)
- Hickory Nut Gorge Chamber of Commerce (Chimney Rock, NC)
- Rutherford County Tourism Development Authority (Rutherfordton, NC)
- Fairfield Mountains Golf Resort, managed by Colony Hotels & Resorts, a wholly owned subsidiary of Interstate Hotels Corporation (Lake Lure, NC)

Young has been an active board member and officer of many travel and tourism marketing and promotion organizations:

- Western North Carolina Association of Chamber Executives
- Blue Ridge Mountain Host
- Great Smoky Mountains Golf Association
- North Carolina Golf Marketing Alliance
- Travel Council of North Carolina

Heather Balkema, Data and Marketing Analyst

Six years of Advertising, Marketing and Public Relations experience. After a year of doing public relations for the largest Fine Arts Gallery in Michigan, Balkema moved south and launched her career in the advertising world. Managing a full range of accounts over the past six years from travel and tourism to non-profit to transportation and local utilities, her strategic experience includes research and marketing planning, advertising and media planning and branding. She has managed creative strategy development and implementation for numerous print, radio and TV campaigns.

Previous Travel and Tourism Clients:

Macon CVB (Macon, GA)
Anniston Calhoun County CVB (Anniston, AL)
Americus-Sumter County CVB (Americus, GA)
Alpine Helen-White County CVB (Helen, GA)
Cleveland Bradley County Chamber (Cleveland, TN)
Sumter County CVB (Sumter, SC)
Brevard-Transylvania County, (Brevard, NC)

DESCRIPTION OF FIRM'S EXPERIENCE

Our professional team has (individually and collectively) performed numerous studies and marketing planning projects in travel and tourism. With over 50 years of combined experience in strategic tourism research and consulting we bring significant credentials to our work. This list below reflects our expertise in providing comprehensive tourism research, strategic planning and marketing studies on the state, regional, county and city level, as well as with attractions and lodging properties.

County, City, Chamber Tourism Studies:

- **2000 – Lexington Convention and Visitors Bureau (Lexington, KY):** Market segmentation study, visitor profile and conversion study, intercept interviews and exit interviews. Reference: Barry Biggar, 606-233-1221.
- **2000 – Oak Ridge Convention and Visitors Bureau (Oak Ridge, TN):** Comprehensive visitor profile and conversion study and strategic plan. Reference: Joe Valentino, 865-482-7821.
- **2000 - Lexington-Rockbridge Area Tourism Development (Lexington, VA):** Comprehensive visitor profile and conversion study and strategic plan. Reference: Jean Clark, 540-463-3777
- **2000 – Salisbury Convention and Visitors Bureau (Salisbury, NC):** Comprehensive reconnaissance, visitor profile and conversion study and strategic plan development. Reference: Judith Newman, 800-332-2343.
- **2000 – Newport News Tourism Development Office (Newport News, VA):** Comprehensive study including visitor profile and conversion study and strategic plan. Reference: Bettie J. Matthews, 757-926-3725
- **2000 – Memphis Convention and Visitors Bureau (Memphis, TN):** Full reconnaissance, site evaluation and report. Reference: Regena Bearden, 901-543-5300.
- **2000- Clarksville – Montgomery County CVB (Clarksville, TN):** Comprehensive research study including reconnaissance, visitor profile and strategic plan. Reference: Michelle Dickerson, 931-647-2331.
- **2000 – Shreveport –Bossier Convention and Tourist Bureau (Shreveport, LA):** Comprehensive visitor profile and conversion study. Focus Forum study with area residents to determine tourism perceptions. Reference: Stacy Brown, 318-222-9391.
- **1999- Greenville-Washington County CVB (Greenville, MS):** Comprehensive conversion and visitor profile study. Reference: Bill Seratt, 662-334-2711.
- **1999 – Cartersville – Bartow County CVB (Cartersville, GA):** Comprehensive market analysis and tourism conversion study. Reference: Ellen Archer, 770-387-1357
- **1999 – Statesboro Convention and Visitors Bureau (Statesboro, GA):** Comprehensive market analysis and tourism conversion study. Reference: Mandy Fortune, 912-489-1869
- **1999 – Decatur CVB (Decatur, AI):** Market analysis and tourism conversion study. Reference: Pam Swanner, 256-350-2028
- **1999 – Columbus CVB (Columbus, GA):** Comprehensive market analysis and tourism conversion study. Reference: Brenda Price, 800-999-1613.
- **1999 – Onslow County Tourism (Jacksonville, NC):** Year-long intercept program, comprehensive visitor conversion study and specific military market study. Contact Janice Roamer, 910-455-1113.
- **1999 – Goldsboro-Wayne County Chamber of Commerce (Goldsboro, NC):** Comprehensive visitor conversion and profile study. Board training and on-going consulting. Reference: John Peacock, 919-734-2241.

Project Team

- **1998 – Macon CVB and NewTown Macon Coalition For Downtown and Tourism Marketing (Macon, GA):** Comprehensive market research and strategic planning for downtown Macon and Bibb County tourism marketing efforts: Reference: Janice Marshall, Macon CVB, 912-743-3401.
- **1998 – Toccoa-Stephens County Chamber of Commerce (Toccoa, GA):** Initial tourism market study, product evaluation & development, target visitor identification and marketing strategies. Reference: Cynthia Brown, 706-886-2132.
- **1998 – Clayton County Convention and Visitors Bureau (Jonesboro, GA):** Market evaluation, visitor profile and strategic marketing plan development. Reference: Stacey Dickson, 770-478-4800, extension 4.
- **1997 - Cleveland Chamber of Commerce (Cleveland, Tennessee):** Comprehensive visitor study, tourist expenditures, market development and marketing strategies (Gustke, Randall). Reference: Leslie Christian, 423-472-6587.
- **1997 – Gainesville-Hall County Chamber of Commerce (Gainesville, Georgia):** Feasibility Study to determine need for regional visitor center including location, product mix and recommended funding. Reference: Kit Dunlap, 770-532-6206
- **1997 – Helen CVB-White County (Helen, Georgia):** Comprehensive tourism product assessment, visitor profile, product positioning, product development and marketing strategies. Reference: Helen Fincher, Helen CVB, 706-878-2747.
- **1997 – Augusta-Richmond County CVB (Augusta, Georgia):** Comprehensive visitor and conversion study, product assessment and marketing strategies. Reference: Barry White, 706-823-6600.
- **1996 – Hickory CVB (Hickory, North Carolina):** Comprehensive visitor profile, product assessment, interface with furniture industry, product development, recommended target markets and market segments and marketing strategies. Reference: Lynn Lail, Chairperson, Tourism Research Study Committee, 704-324-4546.
- **1995 – Anniston Chamber of Commerce (Anniston, Alabama):** Product assessment, product development and marketing recommendations. Reference: Cindy Bailey, Anniston Chamber of Commerce (now at Dahlonega/Lumpkin County Chamber of Commerce, 706-864-3711.
- **1995 – Americus-Sumter County Chamber of Commerce (Americus, Georgia):** Comprehensive visitor and conversion study, product assessment and marketing recommendations (Gustke, Randall). Reference: Chris Spradlin, Americus-Sumter County Chamber of Commerce, (now at Underground Atlanta, 404-523-2311, ext. 7008).
- **1993 – Richmond County, NC Chamber Study (Rockingham, North Carolina):** Visitor profile study and marketing recommendations (Randall). Reference: Rockingham/Richmond County Chamber of Commerce, 910-895-9057
- **1992 – Edenton-Chowan County Chamber of Commerce (Edenton, North Carolina):** Visitor profile, economic development assessment and marketing recommendations (Randall). Reference: Richard Bunch, Edenton/Chowan County Chamber of Commerce, 919-482-3400.
- **1992 – Brevard/Transylvania Tourism Development Authority (Brevard, North Carolina):** Comprehensive visitor profile study, product assessment, conversion study, economic impact, and marketing recommendations (Gustke, Randall).
- **1991 – Boone CVB (Boone, North Carolina):** Visitor profile study, product development and marketing recommendations (Randall).
- **Salisbury-Rowan County CVB (Salisbury, NC):** Visitor profile study and marketing recommendations (Randall). Reference: Judy Newman, Salisbury CVB, 704-638-3100.

Statewide and Regional Tourism Studies:

- **2000 – Kentucky Department of Tourism:** Conducted focus forums in key target markets to determine consumer satisfaction with the Kentucky State Travel Guide. Key areas for improvement and user-friendliness to be identified. Reference: Ann Coffey, 502-564-4930.
- **1999 – Louisiana Office of Tourism Statewide Visitors Guide Evaluation:** Evaluation of visitor's guide for Louisiana and competitor states. Recommendations for user-friendliness and marketing. Reference: Mark Northington, Louisiana Office of Tourism, 504-342-8144.
- **1999 – Alabama Mountain Lakes Region:** Regional visitor profile and positioning study for the sixteen county region of North Alabama. Reference: Georgia Turner, 256-350-3500
- **1995 – North Carolina Travel Council Membership Research Inventory and Index:** Statewide inventory of travel and tourism research (Gustke, Randall). Reference: Travel Council of North Carolina member Shelly Green, 919-968-2060.
- **1994 North Carolina Visitor Study:** Market profile and expenditures of NC visitors (Gustke). Reference: NC Division of Travel and Tourism, 919-733-4171.
- **1994 North Carolina Historic Sites:** Summer/Fall visitor study completed for NC Historic Sites (Gustke). Reference: Jim McPherson, NC Historic Sites, 919-733-4763
- **1994 North Carolina International Travel Task Force:** Data and statistics provided to gubernatorial task force (Gustke). Reference: NC Division of Travel and Tourism, 919-733-4171
- **1993 North Carolina Inquiry Conversion Study:** Visitor conversion for NC Travel and Tourism Division (Gustke). Reference: NC Division of Travel and Tourism, 919-733-4171.
- **1993 – 98 Five-Year Marketing Plan for North Carolina Division of Travel and Tourism:** Developed comprehensive five-year plan (Gustke). Reference: NC Division of Travel and Tourism, 919-733-4171.
- **1993 North Carolina Aquariums Visitors Study:** Visitor profile and travel behavior study conducted for NC Aquariums (Gustke). Reference: W. Neal Conoley, Jr., Executive Director, NC Aquariums, 919-733-2290.
- **1992 Survey of North Carolina Legislators:** Comprehensive survey of state legislators' opinions and expectations about the statewide travel industry (Gustke, Randall). Reference: Ralph Peters, Travel Council of North Carolina (retired), 704-542-3738.

Hotels, Inns and Lodging Properties:

- **2000 – SWAG Inn, (Waynesville, NC):** Market evaluation and strategic planning for this exclusive Inn in the NC Mountains. Contact: Diane Matthews, 828-926-0430.
- **2000 – Greystone Inn (Lake Toxaway, NC):** Consulting and marketing planning. Contact: Tim Lovelace, 828-966-4700.
- **1999 – Independent Innkeepers Association (US, Canada, Mexico).** On-going market research and consulting for this professional association of the 366 best Inns in North America. Contact: Sue Moore, 800-344-5244.
- **1999 – Inn at Occidental (Sonoma County, CA).** Consulting and marketing for this premier Inn in the Wine Country. Contact: Jean and Bill Bullard, 707-874-1047.
- **1999 – Esmeralda Inn (Chimney Rock, NC):** On-going research and consulting for this historic inn originally built in 1890. Contact: JoAnn Okpych, 828-625-9105.
- **1999 – Oak Bluffs Inn (Martha's Vineyard, MA):** Site evaluation, analysis of current and potential client base and marketing planning. Contact: Lisbeth Cooper, 828-625-1589.
- **1999 – Parkwood Motel and RV Center (Statesboro, GA):** Site evaluation, customer base analysis and marketing recommendations. Contact: Harry Wachinak, 912-681-3105

Attractions and Festivals:

- **1999 - Port Columbus Civil War Naval Center (Columbus, GA):** Comprehensive positioning and initial marketing planning for this new historic site and experiential museum. Reference: Bruce Smith, 706-324-7334.
- **2000 – Natural Bridge (Virginia):** Site evaluation, visitor profile and conversion study and strategic plan. Reference: Dave Parker, 540-291-2121.
- **1999 – Douglass Theater (Macon, GA):** Comprehensive positioning, product development and marketing study. Reference: Pamela Richardson, 912-743-6179.
- **1999 – NC Summer Performing Arts Consortium (Raleigh, NC):** Consulting for product development, positioning and marketing. Reference: Karen Wells, NC Arts Council, 919-733-2111.
- **1999 – Feasibility Study: Military Museum Attraction (Columbus, GA):** Research, focus forums, site evaluation and feasibility study for major new museum attraction for Columbus, GA. Reference: Mat Swift, W.C. Bradley Company, 706-571-6059.
- **1998 – Clayton County International Park ('96 Olympic Site) (Jonesboro, GA):** Product assessment and market evaluation for most appropriate marketing strategies for this \$17 million dollar '96 Olympic Volleyball site. Reference: Charlie Obranowicz, 770-603-4014.
- **1994 - Big South Fork Scenic Railway (Stearns, Kentucky):** Product assessment, visitor study, conversion study, advertising and public relations assessment and marketing recommendations. Reference: Bill Singleton, 606-376-5330.
- **1998 and 1992 - An Appalachian Summer Festival (Boone, North Carolina):** Product assessment and marketing recommendations. Reference: An Appalachian Summer, Denise Weissburg, 704-262-2510.

Economic Development Studies:

- **1994 – Rock Hill EDC Study (Rock Hill, South Carolina):** Comprehensive study of prospect and industrial business owner opinions including rank order of incentives and attributes for attraction of recruits. Reference: Clay Andrews, Rock Hill EDC, 803-329-7090.
- **1992 - Commission of Public Works (Greer, South Carolina):** Comprehensive public works customer study. Reference: Jerry Balding, Executive Director, Commission of Public Works, 803-864-848-5500.

Governmental Studies (Non-Tourism):

- **1989 – Raleigh Transportation Services Study (Raleigh, North Carolina):** Transit study for the Raleigh Triangle area. Reference: David King, N. C. Dept. of Trans., 919-733-4713.
- **1990 – Charlotte Uptown Transportation Services Study (Charlotte, North Carolina):** Transit study for most effective methods of transportation for uptown employees/employers. (Randall). Reference: Mary Clayton, Charlotte Central City Partners (now Executive Director, Charlotte office of Parsons, Brinkerhoff Transit Planning , 704- 362-1863.